

Amendments to the Claims:

Please cancel claims 11, 19, 25, 29, 33 and 35 - 55, which stand withdrawn from consideration as being directed to a non-elected invention, without prejudice to the right to file a divisional application directed thereto.

Please cancel claims 20 - 22 and 34 without prejudice or disclaimer of the subject matter thereof.

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (previously presented) A liquid crystal display device comprising:
  - an illumination device;
  - a light control element arranged at a projected light side of the illumination device;
  - a reflective polarizer comprising a cholesteric layer and a quarter wave plate arranged at an upper portion of the light control element so that a polarized light transmission axis of the reflective polarizer is adjusted so as to be substantially perpendicular or substantially parallel to a direction of stripes of the light control element;
  - a liquid crystal display element for controlling polarization of projected light projected from the reflective polarizer; and
  - a screen arranged at an upper portion of the liquid crystal display element;wherein the light control element comprises an isotropic medium having no birefringence, and is the only light control element arranged between the illumination device and the reflective polarizer.

2. (Previously Presented) A liquid crystal display device according to claim 1, wherein the reflective polarizer is arranged so that the polarized light transmission axis of the reflective polarizer is approximately parallel to a major axis direction of a pixel the liquid crystal display element.

3. (Previously Presented) A liquid crystal display device according to claim 2, wherein the reflective polarizer is composed so as to have a light directivity in a minor axis direction of the pixel; and

wherein the screen is composed so as to broaden projected light in the minor axis direction of the pixel.

Claim 4 (Canceled):

5. (Previously Presented) A liquid crystal display device according to claim 3, wherein the screen is composed so as to absorb external light and to transmit the projected light from the illumination device.

6. (Previously Presented) A liquid crystal display device according to claim 1, further comprising a birefringent medium arranged between the illumination device and the light control element.

7. (Previously Presented) A liquid crystal display device according to claim 1, wherein the liquid crystal display element includes:

at least a pair of transparent substrates;

a liquid crystal layer interposed between the pair of transparent substrates;  
and

a pair of absorption type polarizers arranged so that the pair of transparent substrates are held between the pair of absorption type polarizers.

8. (Previously Presented) A liquid crystal display device according to claim 1, wherein the illumination device includes:

a flat waveguide having a front plane and a rear plane, the front plane of the waveguide constituting a light projecting plane of the waveguide, the rear plane of the waveguide, having numerous depressed planes, protruded planes, or steps, the depressed planes, protruded planes, or steps having respective slightly declined planes;

a light source arranged adjacent to the waveguide; and

a reflector arranged at the rear plane of the waveguide, the reflector either contacting the rear plane of the waveguide directly, or being spaced from the rear plane of the waveguide via an air layer;

wherein the waveguide and the light source are composed so that projected light from the light source is propagated in the waveguide and projected from the light projecting plane of the waveguide; and

wherein the declined planes of the reflector are mirrors.

Claim 9 (Canceled)

10. (Previously Presented) A liquid crystal display device according to claim 7, further comprising a reflective color selective layer corresponding to the pixel of the liquid crystal display element.

Claim 11 (canceled)

12. (Previously Presented) A liquid crystal display device according to claim 10, wherein the liquid crystal layer, the reflective polarizer, the absorption type polarizers, and the reflective color selective layer are arranged so that a stripe direction of the reflective color selective layer coincides with an axis in a scattering direction of the screen.

13. (previously presented) A liquid crystal display device comprising:  
an illumination device;  
a light control element arranged at a projected light side of the illumination device;  
a reflective polarizer comprising a cholesteric layer and a quarter wave plate, arranged at an upper portion of the light control element so that a polarized light transmission axis of the reflective polarizer is adjusted so as to be substantially perpendicular or substantially parallel to a direction of stripes of the light control element;  
a liquid crystal display element for controlling polarization of projected light projected from the reflective polarizer so that a major axis direction of a pixel of the liquid crystal display element is arranged approximately parallel to a direction in

which a linearly polarized light component of projected light projected from the illumination device is high; and

a screen arranged at an upper portion of the liquid crystal display element;

wherein the light control element comprises an isotropic medium having no birefringence, and is the only light control element arranged between the illumination device and the reflective polarizer.

14. (Previously Presented) A liquid crystal display device according to claim 13, further comprising a birefringent medium arranged between the illumination device and the light control element.

15. (Previously Presented) A liquid crystal display device according to claim 13, wherein the illumination device includes:

a flat waveguide having a front plane and a rear plane, the front plane of the waveguide constituting a light projecting plane of the waveguide, the rear plane of the waveguide having numerous depressed planes, protruded planes, or steps, the depressed planes, protruded planes, or steps having respective slightly declined planes;

a light source arranged adjacent to the waveguide; and

a reflector arranged at the rear plane of the waveguide, the reflector either contracting the rear plane of the waveguide directly, or being spaced from the rear plane of the waveguide via an air layer;

wherein the waveguide and the light source are composed so that projected light from the light source is propagated in the waveguide and projected from the light projecting plane of the waveguide; and

wherein the declined planes of the reflector are mirrors.

Claim 16 (Canceled)

17. (Previously Presented) A liquid crystal display device according to claim 13, further comprising a reflective color selective layer corresponding to a pixel of the liquid crystal display element.

18. (Previously Presented) A liquid crystal display device according to claim 13, wherein the liquid crystal display element includes:

at least a pair of transparent substrates;

a liquid crystal layer interposed between the pair of transparent substrates;

and

a pair of absorption type polarizers arranged so that the pair of transparent substrates are held between pair of absorption type polarizers.

Claim 19 (canceled)

Claims 20 - 22 (canceled)

Claims 23-24 (Canceled):

Claim 25 (canceled)

26. (Previously Presented) A liquid crystal display device as claimed in claim 8,  
wherein the declined planes form stripes on the reflector; and  
wherein the stripes on the reflector are substantially parallel to a major axis direction of a pixel of the liquid crystal display element.

Claims 27-28 (Canceled):

Claim 29 (canceled)

30. (Previously Presented) A liquid crystal display device as claimed in claim 15,  
wherein the declined planes form stripes on the reflector; and  
wherein the stripes on the reflector are substantially parallel to the major axis direction of the pixel.

Claims 31-32 (Canceled):

Claim 33 (canceled)

Claim 34 (canceled)

Claims 35 - 55 (canceled)